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PLANT YOUR TREES PROP- ERLY!



This Cut illustrates
a Fruit Tree prop-
erly Planted.

Note size and shape
of Hole, and spread
of Roots at convex
Bottom.

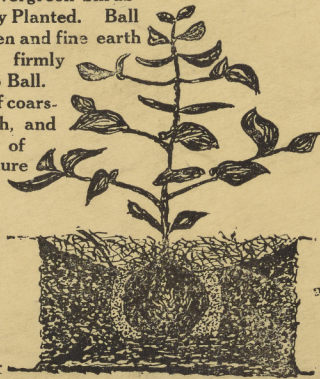
MARK indicates
where Tree should
be cut.

1918

COPYRIGHT,
1917,
BY
L. C. N. CO.

After 5 days, return to
LEONARD COATES NURSERY CO., INC.,
MORGANHILL, Santa Clara Co: CAL.

An Evergreen Shrub
properly Planted. Ball
unbroken and fine earth
pressed firmly
close to Ball.
Fill in of coars-
er earth, and
mulch of
old manure
in Bas-
in.



U S DEPT OF AGRICULTURE
WASHINGTON D C
BUREAU OF PLANT IND

Handwritten signature: *Wm & Don Lake*

TACK THIS IN A CONSPICUOUS PLACE IT WILL BE OF USE TO YOU.

Leonard Coates

NURSERY COMPANY, INC.,
MORGANHILL, CALIFORNIA
ORIGINATORS AND GROWERS

-- OF --

PEDIGREED STOCK

LANDSCAPE GARDENING A SPECIALTY

"WE GROW EVERYTHING WORTH WHILE"

Morganhill, California, January, 1918

Dear Sir or Madam:

We have started to make deliveries of our Fruit Trees for the coming planting season, and are now prepared to fill all orders at very short notice.

The first bale sent out brought the following Telegram:

"Can you spare me One Thousand
COATES FRENCH PRUNES, same
as furnished B. C. R-----?"

(Signed) F. W. L-----.

You will notice how our stock advertises itself.

NOW is the time to plant APRICOTS and ALMONDS, or just as soon as you have had a fair rainfall. These trees are adapted to dry land and always make heavier roots, therefore must be planted as early as possible to give the larger cuts time to properly callous and start new rootlets. The earth must be packed about these roots with extra care, as there are less fibrous roots.

Our ASSORTMENT OF VARIETIES is finer than ever. Now that food is costing more, and doubtless will for some time, it is ECONOMY to grow a good Assortment of FRUIT to cover the season. Many Fruits produce the second year.

Please place your Order as soon as possible while the List of Varieties is complete. Be sure to say WHEN to ship, and give hiping Address.

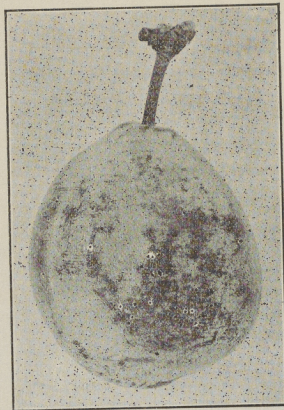
A copy of our 1917-18 CATALOGUE was mailed you some weeks ago; but if you have mislaid it, we will be glad to send you another.

Yours truly,

LEONARD COATES NURSERY COMPANY.


N. B.--Owing to war-time shortage of help, we are facilitating office correspondence somewhat by the use of forms. These, however, give all desired information.

GRAFTING WOOD FOR SALE!



— COATES FRENCH PRUNE NO. 1418.

PURE FRENCH PRUNE DRIES
32 TO THE POUND.

 HIS PRUNE has been grown for fifteen years on F. W. Smith's Orchard near Saratoga -- well past the experimental stage.

It is a PROVEN SUCCESS. It has been grafted on neighboring orchards, and here at Morganhill in ours. In every case it reproduces correctly. It is handled in EVERY WAY like the old French Prune, but always dries much heavier. The tree is a regular and GOOD BEARER.

PRICE, 25 CTS. PER FOOT. \$15.00 PER HUNDRED FEET.
\$100.00 PER THOUSAND FEET

This is an exceptional Opportunity to "work over" some of your unprofitable Prune, Plum, Peach, Almond or Apricot Trees to one of the FINEST PRUNES IN EXISTENCE.

We also have Grafting Wood of COATES French Prune "1401" and "1403" at half price of "1418." See Catalogue for description.

Leonard Coates.
NURSERY COMPANY, INC.,
MORGANHILL, CALIFORNIA.

HINTS ON PRUNING DECIDUOUS FRUIT TREES.



WHAT IS THE SECRET OF SUCCESSFUL PRUNING? Obviously, to attain the MAXIMUM CROP with MINIMUM LABOR. Light annual pruning brings maximum crop, with increased vigor, and forces tree to bear near ground, thus saving much ladder-work.

The rules apply to all deciduous fruits, with certain modifications according to variety, vigor, etc.

After planting, cut back tree to not less than twenty-four inches high. Illustrations show same tree after three successive years' pruning. The first shows this tree one year after planting, with three limbs left for future head, properly spaced, and shortened to five or six inches. Second cut shows same tree the next year, after it is pruned, all branches cut out except five, which are shortened one-half or more. The largest cut shows the same tree the next year, with branches increased to eight, shortened as before, and all others cut out clean. Shorten fruit-spurs every year, to leave only 2 or 3 buds of new growth.

Never use the two-handled shears, but only a hand-shear and pruning saw.

Keep centre of tree open --- vase or goblet-shaped.

We welcome enquiries from our Customers who may require special advice.

Leonard Coates. **NURSERY COMPANY**

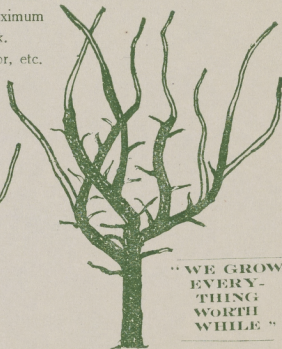
MORGANHILL, CALIFORNIA



1st. Year



2nd. Year



3rd. Year

**"WE GROW
EVERY-
THING
WORTH
WHILE"**

Leonard Coates

**NURSERY COMPANY, INC.,
MORGANHILL, CALIFORNIA
ORIGINATORS AND GROWERS**

-- OF --

PEDIGREED STOCK

LANDSCAPE GARDENING A SPECIALTY

" WE GROW EVERYTHING WORTH WHILE "

THE WEATHER.

MORGANHILL, CAL., JANUARY, 1918.

The writer has spent over forty years in California, and it has invariably proved correct that dry weather in the early part of the Winter has been the best tree planting season,--- in fact, best for all crops. Dry weather now means wet weather later. No need to be discouraged, but the reverse.

As to planting now, DO IT! If you can dig or blast a hole: this is infinitely better than planting in wet or soggy ground.

Leonard Coates.

A NEW STOCK ----

"PEACH-ALMOND"

THIS is a WILD PEACH, thought by some to be the ORIGINAL from which both PEACH and ALMOND have sprung. The Tree is of exceptional vigor, the Fruit being like the PEACH while green, but more resembling the Almond hull as it ripens. The root is like the Peach. We offer TREES ON THIS ROOT of our COATES FRENCH PRUNE "1418." It is probably THE BEST STOCK for Medium Heavy, not wet, Soils. No advance in Price. Order early as supply is limited.

Leonard Coates

NURSERY COMPANY, INC.,
MORGANHILL, CALIFORNIA
ORIGINATORS AND GROWERS

-- OF --

PEDIGREED STOCK

LANDSCAPE GARDENING A SPECIALTY

"WE GROW EVERYTHING WORTH WHILE"

PARCELS POST DEPARTMENT.

A great many of our choicest
TREES, SHRUBS AND PLANTS
may be purchased SIX for \$1.00,
postpaid in California, Cash with
Order.

This Stock is HARDY and easy to plant out.
Keep the earth moist [not wet] about them.

DO NOT disturb the ball of earth or moss,
but plant as shown for larger shrubs outside
of envelope. Give a good soaking as soon as
planted.

KINDLY INDICATE ANY PREFERENCES YOU MAY HAVE, GIVING
YOUR LOCATION AND SOIL, AND LEAVE US TO MAKE THE
PARTICULAR SELECTION OF VARIETIES. IN THIS WAY YOU WILL
GET EXTRA VALUE, AND HAVE AN ASSORTMENT OF PLANTS
WORTH DOUBLE THE PRICE YOU ARE PAYING FOR THEM.

The next Page is an Order Blank. Tear off
and mark a cross "X" opposite each Selection.

Write Name and Address in full. Enclose
Check or Cash with Order, and mail at once.

Orders filled on day received.

Leonard Coates

NURSERY COMPANY'S SPECIAL COLLECTIONS:

Any one of these Collections for
\$1.00, Cash with Order. Five Col-
lections, \$4.50; or Ten Collections
for \$8.00.

All Pot-grown, Strong, well-rooted Plants.

COLLEC-
TION

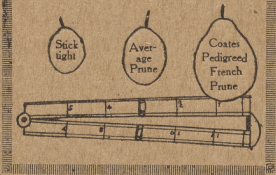
- A 6 ASSORTED ACACIAS.
- B 6 " EUCALYPTUS.
- C 4 " CONIFERS.
- D 4 " OAKS.
- E 2 PEPPER TREES AND 2 CAROB.
- F 6 Assorted Flowering Evergreen SHRUBS.
- G 6 " DECIDUOUS SHRUBS.
- H 6 " Native California SHRUBS.
- I 3 " PALMS.
- J 6 " ROSES.
- K 3 Assorted Hanging Basket PLANTS and
3 Flowering PERENNIALS.
- L 6 FLOWERING PERENNIALS.
- M 6 Assorted CLIMBERS.
- N 3 CREEPERS and 3 HERBS.
- O 3 OLIVES.
- P 6 CLIMBERS.
- Q 6 FERNS.

L. Coates

Please send me Collections marked "X". Cash enclosed.

NAME _____

ADDRESS _____



Coates French Prune

The following brief statements will answer questions that are often put to us regarding the improvement of the French prune, or what is meant by "Coates Pedigreed French Prunes."

Every observing prune grower knows that in the orchard there are some trees that bear better, larger, and more uniform fruit than others. The French growers also recognize this fact and may be seen about Villeneuve (where the best prunes are raised) frequently grafting from certain selected types.

If grafts or buds are taken from a tree which has made a record for good bearing of first quality fruit, such characteristics will be propagated or reproduced.

If on the other hand, the tree propagated from is of extra vigor as to wood growth, but bears small fruit in light crops, and buds or grafts are taken from it, the tree so propagated will be the same. Unfortunately, ever since prunes were first grown in California, nursery trees have been propagated from both of these types.

Every tree which we call "Coates French Prune," is propagated from a few selected trees from various parts of the State known to bear regular and early crops of large fruit, some orchards of such trees already bearing at four and five years old.

The trees from which we bud are growing in our own orchards.

That this "breeding up" of fruits is no mere theory or opinion is proved by the fact that the progressive orange growers of Southern California have adopted the plan and work it out systematically, keeping an account with every tree in the orchard, cutting down the "boarders" and grafting them over from the known profitable trees, and also demanding of the nurseries a guarantee that the trees offered shall have been so grown.

We are the pioneers in thus raising the standard of the French Prune, and we offer for sale exclusively trees so propagated.

**NOW
ON
SALE!**

We shall have, in the near future, several entirely distinct varieties of the French Prune, but differing in no way as to the true type, except in size, shape or bearing quality.

This improvement, or breeding up of the French prune as well as the discovery of certain new and distinct types is a work in which the senior member of our firm has been engaged for the past thirty years.

The price for these trees is no more than is asked by any responsible nursery for the best guaranteed stock.

LEONARD COATES NURSERY Co.

Morganhill, California.

